

# Retests from TITL Market Sample #38

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BUSINESS

|                                     | PM 1995 AVERAGE |          | SPEC | ADVERTISED |          | ORIGINAL VALUES |                |          |                     | RETEST VALUES |                |          |                     |
|-------------------------------------|-----------------|----------|------|------------|----------|-----------------|----------------|----------|---------------------|---------------|----------------|----------|---------------------|
|                                     | TAR             | NICOTINE | TAR  | TAR        | NICOTINE | TAR             | TAR<br>ROUNDED | NICOTINE | NICOTINE<br>ROUNDED | TAR           | TAR<br>ROUNDED | NICOTINE | NICOTINE<br>ROUNDED |
| Basic Ultra Lights KFSP             | 6.1             | 0.46     | 6    | 6          | 0.5      | 5.4             | 5              | 0.44     | 0.4                 | 5.3           | 5              | 0.44     | 0.4                 |
| Maroboro KFHP                       | 15.9            | 1.13     | 16   | 16         | 1.1      | 15.5            | 15             | 1.06     | 1.1                 | 15.7          | 16             | 1.08     | 1.1                 |
| Marlboro 100's (red package) 100FSP | 15.3            | 1.17     | 16   | 15         | 1.1      | 15.5            | 16             | 1.15     | 1.2                 | 15.8          | 16             | 1.17     | 1.2                 |
| Marlboro Medium KFHP                | 12.0            | 0.87     | 12   | 12         | 0.9      | 11.4            | 11             | 0.84     | 0.8                 | 11.4          | 11             | 0.84     | 0.8                 |
| Merit Ultra Lights KFSP             | 4.9             | 0.44     | 5    | 5          | 0.4      | 4.5             | 4              | 0.43     | 0.4                 | 4.4           | 4              | 0.44     | 0.4                 |
| Merit Ultra Lights Menthol KFMSP    | 5.1             | 0.44     | 5    | 5          | 0.4      | 4.2             | 4              | 0.40     | 0.4                 | 4.3           | 4              | 0.42     | 0.4                 |
| Merit Ultra Lights 100's 100FHP     | 5.9             | 0.54     | 6    | 6          | 0.5      | 5.4             | 5              | 0.51     | 0.5                 | 5.4           | 5              | 0.52     | 0.5                 |

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